

Natl Med. Res. Planning&Placement  
 815 Slaters Lane  
 Alexandria VA 22314

Submission Number 216 Issue 1

**NBC 17**  
 accurate, balanced, to the point



**WNCN-TV**  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Orig**

<b>Client:</b> Republican National Comm-Rnc/ Issue	<b>Submission Cost:</b> 25025	<b>Campaign Ref:</b> E:120809077
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 20 /442 /2990	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/06/12 to 08/19/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06271676
<b>Est./PO Number:</b> 06271676	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Rnc	<b>Booking Group:</b> WNCN	<b>Key Market:</b> Raleigh-Durham, NC
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	C
1	M-F 530p Judge Judy ....F..	03	210	30 Comme	Nbr of Spots	1	1	
2	M-F 5p Judge Judy M.....	03	210	30 Comme	Nbr of Spots	1	1	
3	Sat 7p News .....S.	01	175	30 Comme	Nbr of Spots	1	1	
4	Sat 7a Today Show .....S.	02	250	30 Comme	Nbr of Spots	1	1	
5	Olympics Summer Prime .....S.	04	7000	30 Comme	Nbr of Spots	1	1	
6	Sun 6p News .....S	02	350	30 Comme	Nbr of Spots	1	1	
7	M-F 5p Judge Judy ...T...	03	210	30 Comme	Nbr of Spots	1	1	
8	M-F 530p Judge Judy .T.....	03	210	30 Comme	Nbr of Spots	1	1	
9	M-F 5p Judge Judy	03	210	30 Comme	Nbr of Spots	1	1	
<b>Weekly Totals:</b> Total Spots(Ord Spots)					9	5	14	

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Buyer: ..	Client/Product/Estimate: 20 /442 /2990	Sales Rep: HRP Washington, DC
Schedule Dates: 08/06/12 to 08/19/12	Weeks: 2	Order Ref: 06271676
Est./PO Number: 06271676	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	C
10	W.... Olympics Summer Late Night .....S.	03	500	30 Comme	Nbr of Spots 1		1	
11	M-Su Late News Post Premium Event .....S.	01	1300	30 Comme	Nbr of Spots 1		1	
12	Olympics Summer Daytime WKND Sat ....S.	04	2200	30 Comme	Nbr of Spots 2		2	
13	Olympics Summer Close .....S	01	10000	30 Comme	Nbr of Spots 1		1	
Weekly Totals: Total Spots(Ord Spots)					9	5	14	

Grand Totals				Month 8 Weeks: 4			
Totals				08/06	08/13		
Spots				14	9		
Cost				25025	23975		

Grand Totals:	Spots:	14
	Gross Total:	25,025.00
	Commission:	3,753.75
	Net Total:	21,271.25

REP HEADLINE# 6271676  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG9/12 17.52  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/RNC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	BEN ANGLE	
		815 SLATERS LANE	SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314			
ORDER #	CONTRACT #	6271676	CLASS: NATL.	LOCAL	REGIONAL
PRDCT RNC	EST#2990	COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES	AUG11/12	AUG17/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG9/12	17.52

REP: NEW ORDER  
TTL \$25,025 @14X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

REPUBLICAN NATIONAL COMMITTEE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 25025.00  
TOTAL SPOTS 14

REP HEADLINE# 6271676  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG9/12 17.26  
 \*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/RNC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	BEN ANGLE	
		815 SLATERS LANE	SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314			
ORDER #	CONTRACT #	6271676	CLASS: NATL.	LOCAL	REGIONAL
PRDCT RNC	EST#2990	COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES	AUG11/12	AUG17/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED			DATE AUG9/12 17.26

REP: NEW ORDER  
 TTL \$25,025 @14X  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 REPUBLICAN NATIONAL COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			530P-600P	30		\$210.00	8/17	8/17	1		FRI	1
AGENCY ADVERTISER CODE = 20 AGENCY PRODUCT CODE = 442 AGENCY EST# = 2990 PROGRAM : JUDGE JUDY B RA35-64 : 1.0 CON COM1 : JUDGE JUDY B												
2			500P-530P	30		\$210.00	8/13	8/13	1		MON	1
PROGRAM : JUDGE JUDY RA35-64 : 1.0 CON COM1 : JUDGE JUDY												

*[Signature]*  
 8/9/12

REP HEADLINE# 6271676  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG9/12 17.26  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1235A-135A PROGRAM : OLYMPICS LF RA35-64 : 2.3 CON COM1 : OLYMPICS LF	30		\$500.00	8/11	8/11	1		SAT	1
4			1200M-1235A PROGRAM : LN AFTR OLYMPICS RA35-64 : 4.9 CON COM1 : LN AFTR OLYMPICS	30		\$1,300.00	8/11	8/11	1		SAT	1
5			500A-600P PROGRAM : OLYMPICS WK RA35-64 : 6.1 CON COM1 : OLYMPICS WK	30		\$2,200.00	8/11	8/11	2		SAT	2
6			700P-730P PROGRAM : NBC-17 NEWS-7 RA35-64 : 1.5 CON COM1 : NBC-17 NEWS-7	30		\$175.00	8/11	8/11	1		SAT	1
7			700A-900A PROGRAM : SATURDAY TODAY RA35-64 : 1.5 CON COM1 : SATURDAY TODAY	30		\$250.00	8/11	8/11	1		SAT	1
8			700P-1200M PROGRAM : OLYMPICS PT RA35-64 : 14.0 CON COM1 : OLYMPICS PT	30		\$7,000.00	8/11	8/11	1		SAT	1
9			600P-630P PROGRAM : NBC-17 NEWS-6 RA35-64 : 1.7 CON COM1 : NBC-17 NEWS-6	30		\$350.00	8/12	8/12	1		SUN	1
10			700P-1100P PROGRAM : OLYMPICS C/S RA35-64 : 13.9 CON COM1 : OLYMPICS C/S	30		10000.00	8/12	8/12	1		SUN	1

REP HEADLINE# 6271676  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG9/12 17.26  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			500P-530P	30		\$210.00	8/16	8/16	1		THU	1
PROGRAM : JUDGE JUDY												
RA35-64 : 1.0												
CON COM1: JUDGE JUDY												
12			530P-600P	30		\$210.00	8/14	8/14	1		TUE	1
PROGRAM : JUDGE JUDY B												
RA35-64 : 1.0												
CON COM1: JUDGE JUDY B												
13			500P-530P	30		\$210.00	8/15	8/15	1		WED	1
PROGRAM : JUDGE JUDY												
RA35-64 : 1.0												
CON COM1: JUDGE JUDY												
AUG/12			25025.00									
CONTRACT TOTAL											25025.00	
TOTAL SPOTS											14	

MARKET TOTALS \$100,100 WNCN 25% WRAL 35% WTVI 30% WRAZ 10% WRDC 0% WLFL 0% CABL 0%  
 SHARES ESTIMATED  
 SVC- NSI BOOKS- JUL/11  
 DEMOS- RA35-64\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Jon Ferrell  
do hereby request station time concerning the following issue:

Republican National Committee- IE
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: Republican National Committee- IE

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="checked" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE  
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7-12-12      John F. Zell      703-683-4877  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title